

Message Text

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15

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 RSC-01 /019 W

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P R 310930Z JAN 75

FM AMEMBASSY TAIPEI

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 4117

UNCLAS TAIPEI 0568

USDOC FOR OIM/FE -- SONNE

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: CLOSING DAY REPORT

(1) PRINTING & GRAPHIC ARTS EXHIBITION, "PRINT '75"

(2) USTC TAIPEI (OFFSITE)

INTERNATIONAL HOUSE OF TAIPEI, JANUARY 28-31, 1975

(3) 25

(4) \$600,900.00

(5) \$2,528,000.00

(A) \$1,372,000.00

(B) \$1,156,000.00

(6) 9

(7) 5

(8) 25

(9) NA

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(10) 4997 (UNOFFICIAL)

(11) EXCELLENT NEWS COVERAGE ACCORDED USDOC ASSISTANT SECRETARY TILTON H. DOBBIN, AMBASSADOR LEONARD UNGER AND MINISTER Y.S. TSIANG DURING THE OPENING CEREMONY ON MONDAY EVENING JANUARY 28 SUCCESSFULLY LAUNCHED PRINT '75. TWENTY OF THE 25 EXHIBITORS REPORTED OFF-THE-FLOOR SALES AND ALL REPORTED THAT THEY ACHIEVED THEIR PRIMARY OBJECTIVE FOR PARTICIPATION. THE COMMENT OF TAIWAN OFFICE MACHINE CO., LTD., TAIPEI, REPRESENTING A.B. DICK CO., CHICAGO AND GENERAL BINDING CORP., NORTHBROOK, ILL. WAS A REPRESENTATIVE STATEMENT OF ALL EXHIBITORS: "THIS WAS THE BEST SHOW THAT WE HAVE PARTICIPATED IN BECAUSE THE CUSTOMERS WERE WELL SELECTED."

(12) THE FIRST T.C. OFF-SITE EXHIBITION WAS HIGHLY SUCCESSFUL AND THE NEWLY PRODUCED EXHIBIT SYSTEM WAS ATTRACTIVE, VERSATILE AND FUNCTIONAL. INTERNATIONAL HOUSE PROVED TO BE AN IDEAL LOCATION FOR EXHIBITIONS AS IT IS ACCESSIBLE BY CAR OR CITY TRANSPORTATION AND HAS GOOD PARKING FACILITIES. FAVORABLE COMMENTS OF EXHIBITORS AND VISITORS CONFIRMED THAT THE DECISION TO STAGE PRINT '75 WAS TIMELY AND PRODUCTIVE.
UNGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 31 JAN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975TAIPEI00568
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750036-0235
From: TAIPEI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t1975011/aaaaaake.tel
Line Count: 84
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: MorefiRH
Review Comment: n/a
Review Content Flags:
Review Date: 20 NOV 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <20 NOV 2003 by MaustMC>; APPROVED <25 Nov 2003 by MorefiRH>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CLOSING DAY REPORT (1) PRINTING & GRAPHIC ARTS EXHIBITION, "PRINT '75"
TAGS: BEXP, TW
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006